

Proof of Work #1: HelperHub

HelperHub: Choose the Help You Deserve

(The current brand name is provisional and may be subject to change in the future based on strategic decisions and market feedback.)

HelperHub is a revolutionary designed to transform the domestic workers' sector, a platform designed to connect consumers with reliable and skilled domestic helpers.

HelperHub is poised to revolutionize the home services market with its transparent and sustainable revenue model. By addressing the needs of both consumers and helpers, we aim to build a trusted and reliable platform that delivers high-quality services and creates meaningful job opportunities.

Key Features and Benefits:

Convenience and Flexibility for Consumers:

- Freedom to choose services and specific helpers.
- No subscription fees.
- Verified professionals.
- Various online payment methods which are convenient and provide proof of payment.
- Flexibility to book help for specific occasions (e.g., weddings, birthdays) a day in advance (part-time, full-time, occasional).
- Feedback and complaint system to ensure satisfaction for both parties.
- Option to give tips or bonuses.

Security and Benefits for Helpers:

- Health insurance.
- Proof of salary for easier loan approvals.
- Community support system.
- Standardized salaries ensure better pay and job opportunities.
- Flexibility to choose their preferred jobs.
- Training certification.

Based on my personal experience and in-depth conversations with **six house help professionals** and **ten consumers**, I've gained valuable insights into the domestic workers' sector, revealing key challenges and potential solutions from both the helpers' and consumers' perspectives.

Insights from Domestic Workers:

Current Challenges:

- Low pay and lack of job security, with no access to health insurance or loan facilities.
- Employment is mostly secured through word of mouth and social media groups.
- Most workers serve multiple households daily, averaging three houses.
- High travel costs significantly reduce their net earnings when work is located in different areas.
- Domestic workers rarely have access to formal training or certification, limiting their opportunities for professional growth and better job prospects.
- Workers often do not receive benefits such as paid leave, bonuses, or additional perks, which are common in other sectors.
- Instances of harassment at the workplace, which can make working conditions unsafe and uncomfortable.

Willingness to Pay:

- Helpers are willing to pay a percentage of their income if provided with insurance and supportive community benefits when the payment is standardized.
- Consumers are willing to pay a premium if the service is premiumized, offering benefits such as substitute helpers on paid leave days, tracking payments based on attendance, and accessing certified and experienced babysitters and pet care professionals.

Proposed Solutions:

- Implementing a chit fund system, as practiced in rural areas like Kerala (e.g., KSFE), on a larger scale to motivate loyalty to company policies.
- Facilitating educational schemes and scholarships for the children of domestic workers to enhance their commitment.
- Educating domestic helpers on the benefits of receiving digital payments through our platform (payslips, insurance, community benefits, etc.).
- Implementing strict verification and background checks for all helpers and consumers to minimize the risk of fraud and ensure a safe working environment.
- Helpers are entitled to two paid leave days and one paid medical leave day per month.

Consumer Considerations:

- Flexibility and choice in selecting helpers without additional subscription fees.
- Flexibility to choose help based on different filters (language, cooks who can cook regional food, age, experience, certifications, available timings, cleaning, stay-in help, etc.).
- Online payment flexibility (credit card, debit card, Simpl, Slice, and other credit/pay-later supporting forms of payments) to maintain transaction records and ensure commission transparency.
- Selecting from verified profiles which have undergone proper background checks, eliminates the issues of fraud.
- Premium users can receive substitute help on regular helpers' paid leave days.

Data on Domestic Workers

The domestic work sector in India is a significant part of the informal economy, employing millions of workers, predominantly women. HelperHub aims to address the critical issues faced by domestic workers and the households that employ them by providing a transparent, organized, and supportive platform.

- Estimates suggest that India has between 4.2 million to over 50 million domestic workers, with the majority being women and children, particularly from lower socio-economic backgrounds and often migrants from rural areas ([Drishti IAS](#)) ([PWOnlyIAS](#)) ([NDWM](#)).
- Domestic workers typically face long working hours, lack of legal protection, low wages, and minimal job security. Many work without formal contracts and are subjected to exploitation and abuse ([Drishti IAS](#)) ([PWOnlyIAS](#)).
- According to the e-Shram portal, 8.8% of the registered informal sector workers are domestic workers, highlighting the vast scale of this workforce ([Drishti IAS](#)).

The Growing Need

With the rapid urbanization in India, the demand for domestic help has surged. Urban households, especially dual-income families, rely heavily on domestic workers for household chores, childcare, and elderly care. However, the sector remains largely unregulated, leading to exploitation and inadequate protection for workers.

Future Expansion:

- Our platform will eventually include drivers, cooks, gardening help, babysitters, pet care, and more.

Revenue System for HelperHub

HelperHub's revenue model is designed to be transparent, sustainable, and beneficial for both helpers and consumers. Here's a concise breakdown of the revenue streams:

1. **Commission on Monthly Salaries:**
 - Consumers pay the helpers' monthly salaries through HelperHub's platform. A small commission fee is included in this payment, typically a percentage of the helper's salary.
2. **Platform Fees:**
 - An additional fee is charged to cover operational costs, insurance, training, and community benefits. This fee is transparently included in the total payment made by consumers.
3. **Premium Services:**
 - Extra charges for premium services such as substitute helpers, personalized matching, and advanced booking options for special occasions.
4. **Subscription Plans:**
 - Optional subscription plans for enhanced services like priority access to top-rated helpers, exclusive discounts, and additional support features.
5. **Training and Certification Fees:**
 - Helpers pay fees for participating in advanced training and certification programs, which enhance their job prospects and earning potential.
6. **Advertising and Partnerships:**
 - Revenue from partnering with businesses (e.g., insurance companies, training institutes) to advertise their services on HelperHub's platform.
7. **Tips and Bonuses Processing Fees:**
 - A small processing fee on tips and bonuses given by consumers to helpers through the platform.
8. **Loyalty Programs:**
 - Revenue from loyalty programs where consumers earn points for frequent use, redeemable for discounts or special offers, supported by business partnerships.
9. **Data Insights and Analytics:**
 - Selling anonymized data insights to third parties such as market research firms, while ensuring data privacy compliance.
10. **Insurance and Financial Products:**
 - Earning commissions by partnering with insurance companies to offer tailored insurance and financial products to helpers and consumers.
11. **Seasonal and Event-based Services:**
 - Charging premium rates for services during peak seasons or special events like festivals or weddings.

12. Integration with Pay Later Apps:

- Partnering with pay later services like Simpl and Slice to offer flexible payment options. This integration can increase average order values and conversion rates, and HelperHub earns commissions from these transactions

SWOT Analysis

Strengths	Weaknesses
Transparent revenue model Comprehensive training programs Strong partnerships (Community Building) Diverse revenue streams	Initial setup costs Market competition Scaling challenges (Burn) Insufficient data/research on the domestic workers' sector
Opportunities	Threats
Growing home services market Increasing urbanization Increase in disposable income Expansion to tier-2 and tier-3 cities	Competition from established players Economic downturns Regulatory changes